

**Vinay Chandorkar**  
**Assistant Professor**  
**Department of Management and Global Business**  
**Rutgers Business School**  
**100 Rockefeller Road, Piscataway, NJ 08854**  
**vinay.chandorkar@business.rutgers.edu**  
**Cell: 908 723 5265**

A global leader in healthcare with a successful track record in executive leadership, corporate and business unit strategy, organizational leadership, and building teams in large public multinational and privately held organizations. International business experience from the USA, Japan, Australia, New Zealand, India, Southeast Asia, and the UK.

### **Education**

Doctor of Business Administration, Rutgers Business School, USA	2024
MSc (Sloan Fellow), Strategy and Leadership, London Business School, UK	2018
Master of Management Studies (MBA), University of Mumbai, India	1994
Bachelor of Technology, Indian Institute of Technology (IIT) Bombay, India	1990

### **Research Experience**

Doctoral research on consumer satisfaction with artificial intelligence agents in healthcare settings. Mixed methods research in collaboration with a digital health company in New Jersey, USA. Advisor: Prof. Shen Yenyurt.

### **Academic Experience**

<b>Rutgers Business School Newark and New Brunswick, NJ</b> Department of Management and Global Business	2023-
---	-------

Courses Taught:

Management Skills at New Brunswick, Fall 2024 and Newark, Spring 2024  
Business Policy and Strategy (BPS) at Newark, Fall 2024, and New Brunswick, Fall 2024 and Fall 2023

<b>Rutgers University, New Brunswick, NJ</b> Professional Series Master's Program	2016-
--	-------

Master of Business and Science Capstone course (MBS 600)  
Sections covered: Strategy, Market Research, and Competitive Analysis

## **Professional Experience**

### **Summary**

Chief Operating Officer (COO), OculoMotor Technologies Inc	2023-
Executive Vice President, Theragenics Inc (private equity held organization)	2019-2022
Senior Marketing Director, Medtronic Inc	2016-2019
Vice President Marketing (Lutonix Division), C.R.Bard, Inc	2014-2016
Vice President Bard Japan Division, C.R.Bard, Inc	2009-2014
Senior Marketing Manager, Bard Australia, C.R.Bard, Inc, Sydney, Australia	2002-2009
Technical Representative, Cook Australia, Sydney, Australia	2001-2002
Group Product Manager, Johnson & Johnson, India	1998-2001
Associate Manager, Pfizer India	1994-1998

### **Details**

**Chief Operating Officer (COO), OculoMotor Technologies, Inc.** 2023-

- Currently serving as the COO of an innovative startup committed to advancing virtual reality technologies to treat vision disorders. Responsibilities include Strategy, Marketing, Sales, and Commercial Operations.
- Implementing go-to-market strategy for first generation device pending FDA approval. Developed execution strategy for commercial rollout with detailed strategy for brand awareness, product positioning, and distribution organization.
- Helped execute clinical trial to support data collection for regulatory filing.

**Executive Vice President, Theragenics, Inc (private equity)** 2019-2022

**Member of Executive Leadership Team reporting to the CEO & Board of Directors.**

- Conceptualized and led the strategic corporate reorganization of Theragenics Corp into 3 business verticals of Theragenics Interventional, Galt OEM, and CP Medical Animal Health. Organized the business portfolio across 3 verticals focused on distinct customer segments.

- Developed 3-Year Strategic Plans and Budgets for Theragenics Interventional 2021-2023. Met revenue targets and significantly exceeded Division EBITDA goals. Built global Sales and Marketing team of VP/Directors, Managers, Reps, and Clinical Specialists.
- Led the digital transformation of Theragenics across digital and social media creating cloud-based learning management solution platform (LMS) to offer e-learning initiatives across the businesses.
- Completed product portfolio gap analysis for Theragenics Interventional and developed a roadmap for in-house R&D for new products and inorganic business development (distribution and licensing deals).

**Senior Global Marketing Director (General Surgery | Surgical Innovations),  
Medtronic, Inc.  
Member of Senior Leadership Team.**

2016-2019

- Led development of Annual Business Plans for General Surgery specialty with revenues exceeding \$1.2B.
- Led global market research to identify growth platforms by focusing on the complete patient pathway in surgical oncology (digestive and lung cancer).
- Led qualitative and quantitative research in Japan, China, and South Korea on laparoscopic surgery adoption in general surgery.
- Forged strategic engagement and partnership programs with thought leaders and surgical associations.
- Achieved Annual Operating Plans for FY17-FY19 on top and bottom lines; delivered middle single-digit growth on a \$1.2B business and double-digit growth on targeted portfolios (Surgical Oncology).
- Led marketing communications and product positioning strategies for General Surgery portfolio.
- Led the creation of in-house basic and advanced liver surgery training curriculum and executed global roll-out through online media.
- Led collateral creation to communicate Surgical Oncology messaging.
- Created and executed advanced surgical oncology training programs for clinicians in the United States, Europe, and Asia-Pacific.
- Initiated and led a multi-year initiative to advance laparoscopic surgery skills for surgeons in emerging markets of Latin America, Asia-Pacific, and Africa.

**Vice President Marketing (Lutonix Division), C.R.Bard, Inc  
Management Board member of Lutonix, Inc, subsidiary of C.R.Bard, Inc.**

2014-2016

- Responsible for directing global launch of Lutonix®Drug Coated Balloon (DCB) and development of Annual Business Plans for Lutonix DCB.
- Developed and executed global go-to-market strategy for Lutonix®DCB (1st FDA approved DCB in US) exceeding international top line revenue goals.
- Developed and implemented positioning, messaging, and communication plans.
- Led market research and tracked competitive intelligence.

- Partnered with VP R&D and VP Clinical for new product development of family of drug coated devices.
- Partnered with VP HEOR to execute global market access programs.

**Vice President Bard Japan Division, C.R.Bard, Inc**

2009-2014

**Management Board Member of Joint Venture Bard Japan – Medicon, Inc**

- Led 4 business units (Vascular Access, Hernia, Vascular Surgery and Electrophysiology) in Japanese Joint Venture. General management responsibility for sales, marketing, regulatory and quality management.
- Exceeded financial objectives from 2010-2013.
- Led new product launches which contributed to 50% of growth in total portfolio revenues.
- Led market expansion project for Peripherally Inserted Central Catheters (PICC).
- Implemented standardized selling skills programs for over 200 territory managers and 30 Marketing Managers resulting in over achievement of sales objectives in first two years.
- Setup state of the art clinician training center in Tokyo in May 2013 in less than six months resulting in over 200 clinicians trained in first year of operation.

**National Sales & Marketing Manager, C.R.Bard, Inc, Sydney, Australia**

2002-2009

- Led a team of territory managers for the Davol (hernia repair) and Urology portfolios of Bard for Australia & New Zealand. Primary responsibility was to ensure achievement of revenue targets through territory managers and distributors. Key responsibilities included coaching and mentoring sales team.
- Led the prostheses benefits negotiations of Bard Australia with the Prostheses and Devices Negotiating Group (PDNG) for Prostheses Benefit Scheme lists.
- Set up C.R.Bard lecture in General Surgery at the Annual Scientific Congress of the Royal Australasian College of Surgeons.

**Technical Representative, Cook Australia, Sydney, Australia**

2001-2002

- Territory Management role for the Diagnostic and Interventional Products Division focused on Endovascular Surgery and Interventional Radiology for the Northern Sydney and Northern New South Wales territory.

**Group Product Manager, Johnson & Johnson, India**

1998-2001

- Product Management role responsible for the entire range of synthetic absorbable sutures and specialty sutures required for plastic and orthopedic surgery. Responsibilities included strategic marketing for synthetic absorbable sutures, conducting sales training and new product development.
- Organized Ethicon Sales Training for new Territory Managers between 1999 – 2001 attended by participants drawn from India, Pakistan, South Korea, Thailand, and Vietnam.

**Associate Manager, Pfizer India**

1994-1998

- Product Management role responsible for a range of anti-infectives which included BMSA products. Managed portfolio of brands that included brand ranked # 4 in India and two other brands ranked in the Top 50 pharmaceutical brands in India.
- Worked on new business development (brand acquisition), line extensions and market research for future launches. Implemented business process re-engineering projects in logistics and finance.

### **Affiliations**

- Investor member of Jumpstart New Jersey Angel Network, USA.
- Investor member of Westchester Angels Network New York, USA.
- Investor member of Brown Angel Group, Rhode Island, USA.
- Investor Alumni Ventures (HealthTech Fund), USA.
- Member of Alumni Association of London Business School.
- Member of Alumni Association of Indian Institute of Technology Bombay.

### **Distinctions and Awards**

- Winner of Davol Inc's Presidents Award for International Region of the Year 2005.
- Winner of Presidents' Award for best performance in Inguinal Hernia 2005.
- Winner of Davol Inc's Presidents Award for best performance in ventral hernia in 2004.